

CHRISTMAS SALE

Charlottetown's Early Christmas Shopping Sale, Wednesday 8th Dec.

Wednesday, Eighth December is our first "Early Shopping Day" this month. There will be special excursion fairs to make a visit to Charlottetown easy and Convenient. In order to encourage early Shopping, this Store offers

One of the greatest lists of special values that you have ever seen in your experience. This store, as you know, carries in the lines it offers—by far the largest and best assorted stock in P. E. Island. You can always "get it from Moore & McLeod." This store never advertises a bargain—without having the goods on shelf and counter to make the offer good.

It is the business of this store to satisfy you—and the stock to meet that purpose is here always—and at your service. **JUMP ON THE SPECIAL ON WEDNESDAY—spend a day in Charlottetown get your Christmas shopping done.**



Women's New Black and Navy Serge Suits \$12.75 for \$8.50

This is a fine line of plain tailored serge suits, all new this season. The coats are lined with twilled polonaise satin. The skirt is new wide width. Shown in black and navy blue only. This is a regular 12.75, our special early shopping bargain.....8.50

4 Special Suits \$28.00 go at \$8.50

Now these are last season's suits, very handsome fabrics, beautifully made and lined with silk. These are elaborately trimmed regular \$28.00 "EARLY SHOPPING"\$8.50

16 Swell New Serge and Tweed Suits \$19 for \$11

This lot includes all new suits. There are tweeds and serges. They are lined with fancy silks. The right length coat and the new wide skirt. The regular price \$19.00. Early Shopping\$11.00

Three Wonder Values In Xmas Aprons 60x72 Bed Comforts Regular \$1.45 for \$1.00

Pretty little tea aprons, lace trimmed made of lawn, 25c for17c
Nice lawn apron, large embroidery trimmed, with bib, 45c value for29c
Percale Overall aprons great big ones, the finest 49c bargain you ever saw, for39c
Dust cap to match10c
Good weight, soft warmly filled quilt, good chintz covering, \$1.45 for\$1.00
Ten quarter white flannelette blanket, \$1.15 quality89c
Eleven quarter white flannelette blankets, regular \$1.35 for \$1.00.

Women's Winter Coats worth to \$16 Special at \$8.50

This wonderful bargain lot includes a great variety of cloths and of styles. Practically all of the lot are new this fall. There are all sizes—all colors—handsome well tailored goods from the biggest and best coat department in P. E. I. Regular to \$16.00. Early Shopping day.....\$8.50

Women's \$5.00 Serge Dresses Special at \$3.50

These handsome serge dresses come in navy and black. They are all wool serges. They are in odd lots and include broken sizes of each style. They are well tailored—well finished, nicely trimmed. They have been regularly selling for \$5.00 each. Early Shopping Day\$3.50

20 Men's Good Tweed Suits of Regular 12.00 grade will go on Sale Wednesday at 7.00

These suits are mostly mixed browns and mixed greys, good weights for winter wear, well made, well tailored goods, all sizes 35, 36, 37, 38, 39, 40, regular 12.00 values. WEDNESDAY7.00

Terms Cash on all "Specials" advertised. No goods on appro.



Scores of Bargains for which we have no room in ad

Get your Christmas Presents early

Shop Wednesday Special Trains from all points

Special Unbleached Damask Table Linen 20c yd. "Early Shopping Day"

This is a value that in P. E. I., cannot be matched. It is a good width, well made, nice pattern special for the day20c

Print cotton mostly white grounds with stripe of blue or black, 15c for9c
36 inch Wrapperettes in nice patterns, good width, regular 15c lines for8c
5 Dozen White Turkish Bath Towels good heavy strong towels one that will soak up the water, size 24x44 inches Hemmed. Regular 50c each 2 for70c
10 Dozen Turkish Bath Towels good weight soft and absorbent, size 18x37 Hemmed or fringed ends—5 towels for50c

There's A Wonderful array of Christmas Goods offered throughout this great store— See on Wednesday.

18 Men's Winter Overcoats 9.50 regular prices 12.50 and \$15

18 Men's Winter Overcoats in assorted dark tweeds convertible collar S.B., and D.B. style all sizes from 35 to 42 chest regular \$12.50 to \$15.00. Special9.50

Fur Collared Melton Coats \$15 for \$10

A few Men's Black Milton Coats with fur collar attached, heavy quilted lining, extra good quality the real coat for cold weather regular \$15.00 value Wednesday special\$10.00

Great Wednesday Bargain in Dress Goods Fabrics that are worth to \$1.35 yard at 75c

The assortment of these fabrics will be a good one—there will be Tweed, Annures, Poplins, San Toys and the rest. There will be a nice assortment of colors, as well as black. The values are our regular prices—to \$1.35. FOR EARLY SHOPPING DAY.....75c

Special Value \$1 Ribbed Wool 25c Umbrella Stockings

This is made up with best paragon ribs—full size gloria cover—handles in plain natural wood or with tasteful metal trim. The regular value is \$1.25 to \$1.50 WEDNESDAY\$1.00
Here is a bargain only possible by placing orders many months ago. The sizes run from 6 to 10. The make is excellent ribbed knit, and the value is most notable. WEDNESDAY25c

Regular Dollar Corset

A Wonderful Bargain at 79c

This wonderful corset is really one of 1.25 value—At 1.00 it is a special—and for this one great early shopping day we are cutting it to 79c. It is made of good white coutil well made, well toned, shown in all sizes.....79c



Special Corset 39c

We want you to try any corner of P. E. Island for the best 50 cent corset you can find. Then if this one is not better—we'll not offer it to you for sale. Early Shopping day special39c

Warm 30c Under vest 19c

This is a good close ribbed semi fleeced undervest. Shown in all sizes. Long sleeves and buttoned front. This Vest is a good one at 30c. Early Shopping special19c

White Wool 60x80 All Women's Colored Blankets Special \$3.25 Felt Hats to 3.50 for 50c

This is a good warm, blanket running 5 lbs to the pair. Every colored felt hat in the store, including all new hats, best styles worth to \$3.5050c
They come in pink and blue borders. They are a very special good value at \$4.00, and you've often paid more than that for poorer blankets. Womens felt and velvet hats a full range of all kinds, on special sale for Early Shopping Day. For Early Shopping Day, we offer you choice\$3.25 pr. HALF PRICE.

Men's Heavy Wool 59c Ribbed Underwear

Here is the finest underwear bargain that you've seen for many a day. Ten dozen of this, good heavy weight, warm, will not shrink, and offered in all sizes. Per Garment.....59c

Tan or Black 69c Duck Shirt Fleece Lined 59c Shirts at

This heavy weight working shirt is one of the most desirable of its kind. Regular 85c for69c
Boys Pullover and Coat Sweaters in Fine Cashmere and Heavy Wool. Plain and Navy. Special50c
Boys Merino Shirts and drawers for Wednesday only for ages from 8 to 12 years. Men's Warm Fleece Lined15c Garment.
Mocha Gloves regular \$1.00 quality sizes 8 to 10 1/2. Special75c pair.
This is a very heavy, warm and comfortable shirt for winter out door wear, regular 85c. WEDNESDAY59c
Boys and Youths Wool Coat Sweaters, Grey with Blue. Special75c
Heavy Wool Unshrinkable Underwear. This is a special purchase, placed before a great advance in prices. Good value at \$1.25. Special for WEDNESDAY\$1.00 Garment



Boy's Merino 15c Underwear

Boys merino shirts and drawers, for ages 8 to 12 special 25 to 30c values, for WEDNESDAY ONLY15c

MOORE & McLEOD

30c Wall Paper 12c Wednesday

A long range of patterns—for any room in the house—narrow or wide borders, regular 30c per roll. WEDNESDAY12c

